



# hawk-i Outreach

Phone: 515-423-8188

[www.hawk-i.org](http://www.hawk-i.org)

Protecting & Improving  
the Health of Iowans



Karen is a single, working mom who needed health insurance for her child. She couldn't afford it, but heard about the **hawk-i** insurance program for children in working families. She heard about the program from a **hawk-i** outreach coordinator in her community. She completed and submitted an online application, and soon after her **hawk-i** coverage began, her daughter broke her arm on the playground at school. No problem. Her daughter saw the doctor and all turned out well. This story shows how the **hawk-i** program works.



## Did you know?

Over 322,000 eligible Iowa children are enrolled in Medicaid and **hawk-i**.

The **hawk-i** program offers dental-only coverage for children who have health insurance but may not have dental coverage.



### ► Why is **hawk-i** Outreach important to protecting and improving the health of Iowans?

- The Iowa Department of Human Services estimates that about 40,000 uninsured Iowa children under the age of 19 are below 302% of the poverty level.
- Research overwhelmingly shows that access to health care coverage increases a child's readiness to learn, improves school performance by nearly 70%, increases focus in class by 68%, and improves school attendance.
- Nearly one-third of all Americans (about 90 million people) have trouble understanding and using health information.
- According to the 2010 Iowa Child and Family Household Health Survey:
  - 3% of Iowa children are uninsured, and most of these children are eligible for **hawk-i** or Medicaid. If all **hawk-i** and Medicaid eligible children were enrolled, 99% of Iowa children would have health insurance coverage.
  - Almost a quarter of uninsured children have an unmet healthcare need.

### ► Which Iowa Public Health Goals are we working to achieve?

Promote healthy living

Strengthen the health infrastructure



### ► All about **hawk-i**:

- Families can apply for **hawk-i** online at <https://dhsservices.iowa.gov> or by calling 1-855-889-7985.
- A family four can make up to \$73,602 and qualify for **hawk-i**.
- Outreach coordinators promote **hawk-i** to eligible families, and assist them in accessing the new application. The local coordinators also provide information to families about local Navigators and Certified Application Counselor Organizations.



### ► What do we do?

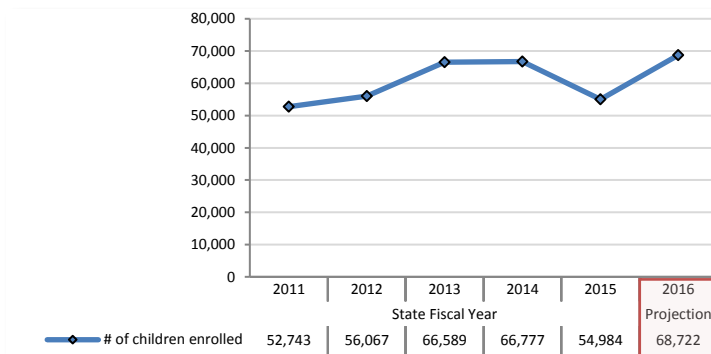
- Work with other organizations and agencies to provide information and **hawk-i** applications to families at various locations.
- Help families navigate the Medicaid and **hawk-i** enrollment process.
- Develop and deliver timely, culturally-correct education and materials to Iowans through conferences, health fairs, and trainings.
- Encourage policy and procedure changes in the Medicaid and **hawk-i** programs to increase the number of people who stay in the programs.
- Consult with other programs, such as Oral Health, to create effective outreach and communication materials for health insurance, and overall child and family health and wellness.
- Plan meetings and trainings to discuss ways to expand health care coverage outreach and education, simplify coverage programs, and coordinate coverage.

## How do we measure our progress?

### 1 Number of children enrolled in Medicaid expansion & *hawk-i*.

Data Source: Iowa Department of Human Services. Data are available annually.

**How are we doing?** During fiscal year 2015, 54,984 children were enrolled in Iowa's *hawk-i* and Medicaid Expansion programs. Of these, 3,215 were enrolled in the *hawk-i* Dental-Only program. It is projected that by end of fiscal year 2016, the total number of children enrolled in Iowa's *hawk-i* and Medicaid Expansion programs will reach approximately 68,722, and 3,948 in the *hawk-i* Dental-Only program. With the continuation of expanded outreach efforts and expanded coverage of children in families with countable income up to 302% of the FPL, it is expected that enrollment will continue to grow.



### What can Iowans do to help?

1. All parents, health care providers, community members, policy makers, and employers can learn about the *hawk-i* program at [www.hawk-i.org](http://www.hawk-i.org).
2. Parents with questions about their eligibility for the *hawk-i* insurance program should contact *hawk-i* customer service at 1-800-257-8563. For more information, go to [www.hawk-i.org](http://www.hawk-i.org).

## Expenditures

Federal funds & Intra state receipts\* (Dept of Human Services): 0153-0534/ 0618/0688

	State Fiscal Year 2015 Actual	State Fiscal Year 2016 Actual	State Fiscal Year 2017 Estimate
Federal funds	\$0	\$0	\$0
Other funds*	\$372,838	\$342,340	\$500,000
<b>Total funds</b>	<b>\$372,838</b>	<b>\$342,340</b>	<b>\$500,000</b>
FTEs	0.95	0.72	0.80

**Note:** Funding information is intended to provide an overview of funding related to the program area. It does not include all federal and state requirements and/or restrictions for the use of funds. Contact the program area for more detailed budget information.

Iowa Department of Public Health ♦ Division of Health Promotion & Chronic Disease Prevention ♦ *hawk-i* Outreach

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